



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: DeKalb, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Southern Satellites	70.9%	Population		68,545	70,973
Crossroads	6.9%	Households		26,470	27,454
Rooted Rural	4.6%	Families		19,225	19,753
Salt of the Earth	4.1%	Median Age		38.0	39.8
Rural Bypasses	3.9%	Median Household Income		\$35,369	\$38,532

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	49	\$1,326.54	\$35,113,419
Men's	49	\$241.47	\$6,391,676
Women's	47	\$437.89	\$11,590,893
Children's	60	\$247.81	\$6,559,581
Footwear	42	\$201.90	\$5,344,425
Watches & Jewelry	57	\$127.55	\$3,376,256
Apparel Products and Services <sup>1</sup>	55	\$69.91	\$1,850,588
<b>Computer</b>			
Computers and Hardware for Home Use	55	\$116.64	\$3,087,451
Software and Accessories for Home Use	51	\$14.80	\$391,656
<b>Entertainment &amp; Recreation</b>	66	\$2,454.76	\$64,977,610
<b>Fees and Admissions</b>	49	\$300.19	\$7,946,002
Membership Fees for Clubs <sup>2</sup>	51	\$85.27	\$2,257,137
Fees for Participant Sports, excl. Trips	47	\$53.16	\$1,407,252
Admission to Movie/Theatre/Opera/Ballet	47	\$69.46	\$1,838,507
Admission to Sporting Events, excl. Trips	51	\$31.06	\$822,269
Fees for Recreational Lessons	48	\$60.85	\$1,610,572
Dating Services	66	\$0.39	\$10,265
<b>TV/Video/Sound Equipment</b>	61	\$876.00	\$23,187,728
Community Antenna or Cable TV	67	\$492.27	\$13,030,392
Televisions	53	\$155.20	\$4,108,198
VCRs, Video Cameras, and DVD Players	64	\$21.13	\$559,321
Video Cassettes and DVDs	61	\$40.04	\$1,059,955
Video Game Hardware and Software	60	\$21.63	\$572,485
Satellite Dishes	86	\$0.96	\$25,543
Rental of Video Cassettes and DVDs	60	\$30.59	\$809,753
Streaming/Downloaded Video	41	\$0.33	\$8,856
Sound Equipment <sup>3</sup>	52	\$110.49	\$2,924,678
Rental and Repair of TV/Radio/Sound Equipment	57	\$3.35	\$88,547
Pets	80	\$351.83	\$9,312,931
Toys and Games	66	\$98.49	\$2,607,039
Recreational Vehicles and Fees <sup>4</sup>	100	\$437.12	\$11,570,616
Sports/Recreation/Exercise Equipment <sup>5</sup>	64	\$138.66	\$3,670,270
Photo Equipment and Supplies <sup>6</sup>	64	\$82.11	\$2,173,397
Reading <sup>7</sup>	59	\$170.37	\$4,509,627
<b>Food</b>	63	\$5,263.23	\$139,317,689
<b>Food at Home</b>	65	\$3,158.55	\$83,606,890
Bakery and Cereal Products	65	\$440.78	\$11,667,332
Meat, Poultry, Fish, and Eggs	66	\$803.84	\$21,277,665
Dairy Products	65	\$363.55	\$9,623,174
Fruit and Vegetables	59	\$491.08	\$12,998,931
Snacks and Other Food at Home <sup>8</sup>	66	\$1,059.30	\$28,039,788
<b>Food Away from Home</b>	61	\$2,104.68	\$55,710,799
Alcoholic Beverages	52	\$307.47	\$8,138,783
Nonalcoholic Beverages at Home	69	\$304.58	\$8,062,185



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	40	\$405.79	\$10,741,232
Vehicle Loans	76	\$4,384.82	\$116,066,287
<b>Health</b>			
Nonprescription Drugs	78	\$88.18	\$2,334,159
Prescription Drugs	78	\$442.31	\$11,707,854
Eyeglasses and Contact Lenses	70	\$54.29	\$1,437,132
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	56	\$5,132.56	\$135,858,867
Maintenance and Remodeling Services	55	\$1,127.99	\$29,857,777
Maintenance and Remodeling Materials <sup>10</sup>	85	\$354.15	\$9,374,400
Utilities, Fuel, and Public Services	69	\$3,161.65	\$83,688,778
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	58	\$81.80	\$2,165,272
Furniture	53	\$348.19	\$9,216,523
Floor Coverings	58	\$55.92	\$1,480,096
Major Appliances <sup>12</sup>	70	\$210.64	\$5,575,512
Housewares <sup>13</sup>	54	\$51.18	\$1,354,811
Small Appliances	67	\$23.46	\$621,106
Luggage	46	\$4.57	\$121,022
Telephones and Accessories	50	\$21.46	\$568,124
<b>Household Operations</b>			
Child Care	52	\$212.18	\$5,616,330
Lawn and Garden <sup>14</sup>	70	\$297.21	\$7,867,066
Moving/Storage/Freight Express	56	\$29.17	\$772,052
Housekeeping Supplies <sup>15</sup>	68	\$519.93	\$13,762,443
<b>Insurance</b>			
Owners and Renters Insurance	74	\$362.91	\$9,606,233
Vehicle Insurance	67	\$930.52	\$24,630,798
Life/Other Insurance	71	\$408.25	\$10,806,315
Health Insurance	71	\$1,448.35	\$38,337,769
Personal Care Products <sup>16</sup>	62	\$271.00	\$7,173,396
School Books and Supplies <sup>17</sup>	53	\$62.55	\$1,655,661
Smoking Products	80	\$362.07	\$9,583,870
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	71	\$3,652.50	\$96,681,661
Gasoline and Motor Oil	75	\$1,891.06	\$50,056,402
Vehicle Maintenance and Repairs	65	\$641.25	\$16,973,904
<b>Travel</b>			
Airline Fares	47	\$194.75	\$5,154,912
Lodging on Trips	57	\$244.17	\$6,463,220
Auto/Truck/Van Rental on Trips	45	\$17.34	\$458,921
Food and Drink on Trips	58	\$271.55	\$7,187,959

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.